



Sarah Dussault <sarah.dussault@lacity.org>

Fwd: GWHFC army on the move

2 messages

Nikki Ezhari <nikki.ezhari@lacity.org>

Sat, Dec 12, 2015 at 9:43 AM

To: Dussault Sarah <sarah.dussault@lacity.org>

FYI

Nikki Ezhari
Senior Field Deputy
Office of Councilmember David Ryu

Begin forwarded message:

From: ted landreth <ted@landreth.com>
Date: December 12, 2015 at 12:32:33 AM PST
To: Christian LaMond <clamond@lacity.org>, Sherry Bonanno <sherry@lacity.org>, Aarin Schlosberg <aschlosberg@lacity.org>, Penny Landreth <penny@landreth.com>, Martin Schoeller <mschoeller@lacity.org>, Lisa Hooper <lhooper@lacity.org>, Audrey Landreth Viola <alviola@lacity.org>, Michael Viola <mviola@lacity.org>
Subject: GWHFC army on the move

Dear GWHFC Volunteers and Supporters -- and other interested parties,

Martin Schoeller's portraits of the homeless clients of the Greater West Hollywood Food Coalition have gotten him over 60,000 followers on Instagram and have gotten us nearly 20,000, which is to say, there are more people now paying attention to what we've been doing and trying to do at Sycamore and Romaine over the past 25 years than there are homeless people in Los Angeles..

By way of seizing the moment, Martin and we have now launched a parallel crowdsourcing campaign to raise the down payment on a parking lot to which we hope to move at Hollywood and Gower, and on which we mean to improve upon and expand the services we now provide at Sycamore and Romaine

I know it's a bit of a slog, but I would ask you to go to the following link to connect with the crowdsourcing campaign, and I would urge you to read the two emails that follow this message. The first is a blind copy of an email to a longtime supporter of ours describing our new and improved services at Hollywood and Gower, and the second is a letter from the senior doctor of the GWHFC/UCLA Mobile Clinic, Walter Coppenrath, to 86 alumni of the Mobile Clinic explaining the importance of the Clinic to what we do, and vice-versa, and asking for their support now.

<https://secure.qgiv.com/event/sycamoreandromainefundraiser/>

Many of you have already donated to the GWHFC this year. A lot of you have donated repeatedly over time. You are all off the hook, except in this respect: please forward this email or at least the crowdsourcing campaign to as many people as you can think of who would be likely to be interested in volunteers who help the homeless -- volunteers now on the move and looking forward to being able to do more. Our superwoman volunteer coordinator Aarin Spiegelman, who created and designed the current campaign, tells me that we now have 450 new volunteers in our database. With an army of that size working for free and organized with the help of volunteers at the UCLA Anderson School of Business -- and with the resources for our present redeployment -- we can tell Mayor Garcetti and the City Council of Los Angeles that they need not worry about the "homeless crisis" we all face. We of the GWHFC will take it on, one person at a time, and show the corporate charities, both public and private, what we're made of.

With love to you all,

Ted

ted landreth

Dec 7 (3 days ago)

Dear

We of the GWHFC have just today launched a crowdsourced fundraising effort to buy a parking lot on the southwest corner of Hollywood and Gower. Our goal is to get in \$200,000 by December 31 and to use it as a down payment on the purchase price of \$1 million.

Would you be willing to help us reach either the smaller or the larger number?

As I think you might know, CIM has bought Mole Richardson at Sycamore and Romaine and will obviously do all they can to get rid of us as soon as they break ground -- on what could be the largest single development in Hollywood since Hollywood and Highland.

On the bright side, these are our intentions for the parking lot:

(1) To get ourselves off the street, at long last, but NOT into a building. We still feel strongly about meeting our clients where they live and spending as little as we can on ourselves in the process, so as to have as much money as possible to get our clients off the street. This week alone we will be moving three clients into decent, safe, and comfortable little one-bedroom apartments of their own choosing.

(2) To enable us to provide more and better services of the kind we are already providing at Sycamore and Romaine, to wit

a five-day-a-week GWHFC/UCLA Mobile Clinic instead of the weekly clinic we have now -- one day each for five different medical disciplines;

a mobile dental clinic to be operated by the UCLA School of Dentistry;

mobile showers and bathrooms on the order of the Lava Mae buses now in use in San Francisco;

a small outbuilding in which a three-person weekly outreach team from the Department of Mental Health can see our clients who are mentally ill (the outreach team, which started with us last month, thanks to Sheila Kuehl, now comes to us the second and third Wednesdays of the month);

space in which to provide haircuts and manicures and pedicures, and in which to hand out donated clothes in a well-organized manner (instead of in the usual unsorted garbage bag)

(3) to come into the burgeoning anti-development row in Hollywood on the right side of the issue, by buying a parking lot and KEEPING IT as a parking lot, except when we use it for our own purposes between 5:30 and 8PM.

If you are so much as curious about any of the above, I'd love to meet with you and tell you more about it, as well as about two other potential angel donors. It's been much, much too long, and there is lots of good news about the GWHFC which I'd like to catch you up on. I think you will be suitably amazed and very pleased. In the midst of the great "homeless crisis," we are no longer enemies of the people, so much as as we are sought after, on the assumption that we might just know something. I would say we do.

With love to you both,

Ted

<https://secure.qgiv.com/event/sycamoreandromainefundraiser/>

Walter Coppenrath

Dec 8 (2 days ago)

to Alexi, alinapalimaru, Antonio, Christopher, Simrin, Chris
tian, Christopher, Susan, Emily, Kellie, Catherine, rebecca,
Dad, dgarvey, emails2denise, Jennifer, felicia.e.kelly, She
rry, g1troop, Claire, Guenevere, Lindsay, Inez, Stephanie, Isabel

As many of you know, I have been involved with the UCLA Mobile Clinic for the last 15 years. What many of you don't know is that the clinic exists because of the incredible work of the Greater West Hollywood Food Coalition.

The Mobile Clinic and the Food Coalition have withstood angry neighbors, frivolous lawsuits, slander, and misguided political leaders criminalizing not only homelessness, but also those who wish to do something about it. Through all of these trials, The Mobile Clinic and the Food Coalition have stood strong.

In order to continue our work, we need your help.

We feed people, but it would be a mistake to think that is all we do. We create a safe space to build community. We give people hope that they are not forgotten. We see to their immediate medical needs, and link them to ongoing care. We perform eye exams and provide free glasses. We distribute hygiene packs, warm clothes, shoes, backpacks, blankets and vitamins. We link people to the Department of Mental Health. We provide onsite physical therapy. We get people off the street. Yes. The Food Coalition gets people into permanent housing.

And there is more:

Through the Mobile Clinic, we engage roughly 90% of UCLA / David Geffen medical students in street-based medicine reminding them of the empathy and drive that lead them to medical school in the first place. We teach UCLA undergraduates about health insurance, poverty, gender-based violence and case management through our much sought after class taught through the Fielding School of Public Health. Our participants have presented at national conferences, won countless community service awards, started new clinics at new medical schools, and most importantly, they have found a conduit for their passion—a way to manifest their hearts into meaningful action.

Today we start our campaign to find us a new home. With your help we can secure a permanent location to provide ongoing services to those in need.

Please, if you value community engagement, give.

If you support getting homeless into homes, give.

If you want to make sure our next generation of doctors maintain their humanitarianism, give.

Please visit our page to learn more:

<https://secure.qgiv.com/event/sycamoreandromainefundraiser/>

And please, forward this email to everyone you know.

Thank you for your support,

Walter Coppenrath MD

On Wed, Oct 21, 2015 at 12:19 PM, ted landreth <landrethassociates@gmail.com> wrote:

Dear Volunteers and Supporters,

The celebrated New York portrait photographer Martin Schoeller today began posting full-face closeup portraits he has made of our clients to Instagram, with a view to raising awareness of the GWHFC, of the people we serve, and of people like them all over the country. The portraits will be accompanied by a simple introductory text, as well as by a few lines of quotes from each subject which Martin recorded as he was shooting. As of now he has something on the order of 75 photographs.

Please note that Martin mentions Penny and me in the text, so as to answer the question why the GWHFC? and not some other organization somewhere else. We have known Martin through our daughter Audrey, who is a photo editor, for close to 25 years

On the theory that each one of us has at least ten friends who subscribe to Instagram and each one of those has at least another ten friends (and so on), if we bestir ourselves to pass Martin's Instagram handle to them **@martinschoeller**, in no time we could reach an Instagram universe of thousands – perhaps even hundreds of thousands – and Martin's portraits could, as they say, "go viral." Then all we would need would be a small percentage of his new followers to donate to us, even in small amounts, for us to create and maintain the largest fundraising instrument the GWHFC has ever known.

Here's hoping that the first part of this will work, at least: your part, not in giving, for a change, but in spreading the word.

With love, as always -- and OFF WE GO!

Ted

Sarah Dusseault <sarah.dusseault@lacity.org>

To: Nikki Ezhari <nikki.ezhari@lacity.org>

Sun, Dec 13, 2015 at 11:29 PM

Which lot?

Sarah Dusseault
Chief of Staff
Councilmember David E. Ryu
213 473 7004
Sent from my iPhone
[Quoted text hidden]

